

**CLAIMS:**

1. A method for generating recommendations, the method comprising:  
entering a newly created preference category (211a) as feedback for  
generating a recommendation;  
generating preference information corresponding to the newly created  
preference category (211a); and  
generating the recommendation based at least in part on the generated  
preference information.
2. The method of claim 1, wherein the generating of the recommendation  
generates a recommendation for television programs.
3. The method of claim 2, wherein the generating of the preference  
information comprises:  
accessing a remote network (117);  
searching the remote network (117) for at least one keyword associated with  
the newly created preference category (211a);  
retrieving at least one video clip associated with the at least one keyword  
resulting from the searching; and  
generating the preference information from the at least one video clip.
4. The method of claim 3, wherein the accessing comprises accessing the  
Internet.
5. The method of claim 3, wherein the at least one keyword comprises a  
title of the newly created preference category (211a).
6. The method of claim 3, wherein the generating of the preference  
information from the at least one video clip comprises extracting key frames from the at  
least one video clip.
7. The method of claim 6, wherein the generating of the recommendation  
comprises generating a user profile based at least in part on the preference information and  
generating the recommendation based at least in part on the user profile.

8. The method of claim 2, wherein the generating of the preference information comprises:

uploading at least one video clip associated with the newly created preference category (211a); and  
generating the preference information from the at least one video clip.

9. The method of claim 8, wherein the generating of the preference information from the at least one video clip comprises extracting key frames from the at least one video clip.

10. The method of claim 9, wherein the generating of the recommendation comprises generating a user profile based at least in part on the preference information and generating the recommendation based at least in part on the user profile.

11. An apparatus (100) generating recommendations, the apparatus comprising:

means for entering a newly created preference category (211a) as feedback for generating a recommendation;  
means for generating preference information (108, 115, 117) corresponding to the newly created preference category (211a); and  
a recommender (110) for generating the recommendation based at least in part on the generated preference information.

12. The apparatus of claim 11, wherein the means for generating the preference information comprises:

a modem (115) for accessing a remote network (117);  
means (108) for searching the remote network for at least one keyword associated with the newly created preference category (211a); and  
means (108) for retrieving at least one video clip associated with the at least one keyword resulting from the searching;  
means (108) for generating the preference information from the at least one video clip.

13. The apparatus of claim 12, wherein the means for generating the

preference information from the at least one video clip comprises means (108) for extracting key frames from the at least one video clip.

14. The apparatus of claim 13, wherein the recommender (110) generates a user profile based at least in part on the preference information and generates the recommendation based at least in part on the user profile.

15. The apparatus of claim 12, wherein the means for generating the preference information comprises:

means (115) for uploading at least one video clip associated with the newly created preference category (211a); and

means (108) for generating the preference information from the at least one video clip.

16. The apparatus of claim 15, wherein the means for generating the preference information from the at least one video clip comprises means (108) for extracting key frames from the at least one video clip.

17. The apparatus of claim 16, wherein the recommender (110) generates a user profile based at least in part on the preference information and generates the recommendation based at least in part on the user profile.

18. A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps for method for generating recommendations, the method comprising:

entering a newly created preference category (211a) as feedback for generating a recommendation;

generating preference information corresponding to the newly created preference category (211a); and

generating the recommendation based at least in part on the generated preference information.

19. A computer program product embodied in a computer-readable medium for generating recommendations, the computer program product comprising:

computer readable program code means for entering a newly created

preference category (211a) as feedback for generating a recommendation;

computer readable program code means generating preference information corresponding to the newly created preference category (211a); and

computer readable program code means generating the recommendation based at least in part on the generated preference information.